

**Subject:** #LAGreatStreets Activation: Pop-Up Broadway 09/28 & 09/29

**From:** Mayor Great Streets <[greatstreets@lacity.org](mailto:greatstreets@lacity.org)>

**Date:** 09/25/2014 07:08 PM

**To:** Mayor Great Streets <[greatstreets@lacity.org](mailto:greatstreets@lacity.org)>

Mayor Eric Garcetti, with his first Executive Directive, created the [Great Streets Initiative](#) to partner with local communities and strengthen neighborhoods "one main street at a time." Great Streets will seek to empower local stakeholders to activate the public realm, provide economic revitalization, increase public safety, enhance local culture, and build great communities.

In order to demonstrate proof-of-concept, the Great Streets Studio has sought a partnership with local merchants and artists to activate Broadway in Downtown LA from Olympic to 7th Street on **Sunday, September 28 from 11a - 7p and Monday, September 29 from 12p - 11p**.

The intent of this overlay, dubbed "**Pop-Up Broadway**," (#[PopUpBroadway](#)) is to demonstrate the power behind Great Streets to transform the everyday experience of Angelenos. This will culminate Monday night with [CityLab: Making LA](#), an event at Broadway's Ace Hotel presented by the Aspen Institute, The Atlantic, Bloomberg Philanthropies and Los Angeles Magazine.

This event builds upon and activates the recently transformed public space along Broadway with the principles underlying Great Streets. The interventions will take a variety of forms including local merchants, street art, live music, a bicycle zone, artist installations and nighttime projections.

The event is presented by the Office of Mayor Eric Garcetti, the Great Streets Studio, the Los Angeles Department of Transportation, and the Los Angeles Department of Cultural Affairs in conjunction with Councilman Huizar's Bringing Back Broadway Initiative. The event is produced by Community Arts Resources.

Please see the attached flyer for more details. We hope to see on you on the street!

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**Great Streets Initiative**  
[Office of Mayor Eric Garcetti](#)  
[City of Los Angeles](#)  
[213.978.0600](#)

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—Attachments:————

Pop-Up Broadway Flyer.pdf

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